Group 6

Problem Statement:

Ed-tech faces a dilemma: balancing scale for growth with the demand for personalized attention in large cohorts, resulting in student dissatisfaction, poor retention, and higher CAC; the challenge is to strategically improve retention and completion rates in 500+ student cohorts while navigating the attention versus scale conflict.

Goal

The Goal is to run the online Cohort of 500+ students.

User Personas

Student

Students and working professionals seeking coding skills for career growth.

Instructors

Qualified industry experts with availability and affordability constraints.

Mentors

Full-time subject matter experts mentoring a cohort of 50 students.

Pain Points

1 **Difficulty in Tracking Progress**

Challenges in monitoring individual progress and engagement at scale.

2 **Personalized Feedback**

Need for tailored feedback and doubt-solving applied learning.

3 **Overburdening**

Disconnect between students and instructors leading to higher burden on mentors.
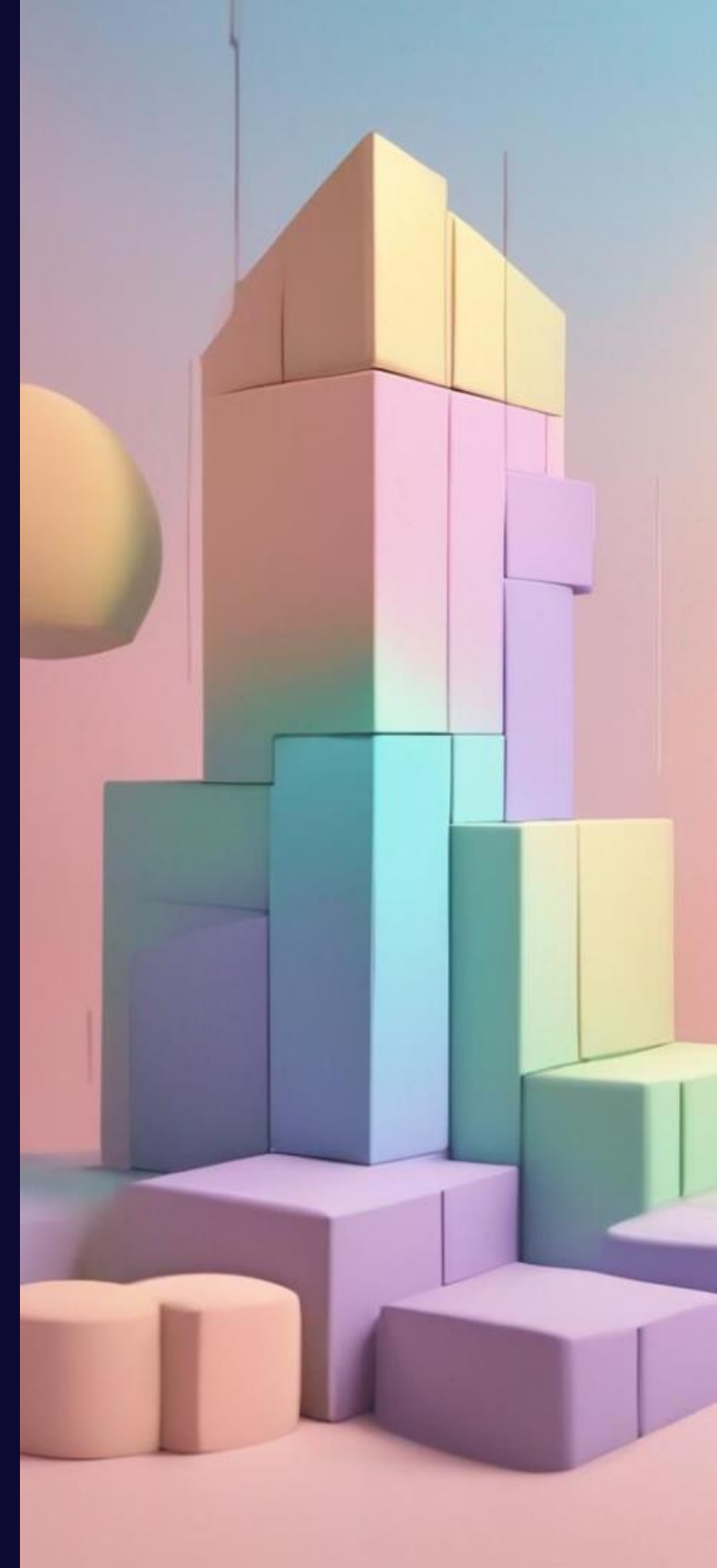
Proposed Solution for Students

1 Adaptive Quizzes & Assessment

Track progress and receive feedback on subject strengths and weaknesses.

2 Community-led Interaction

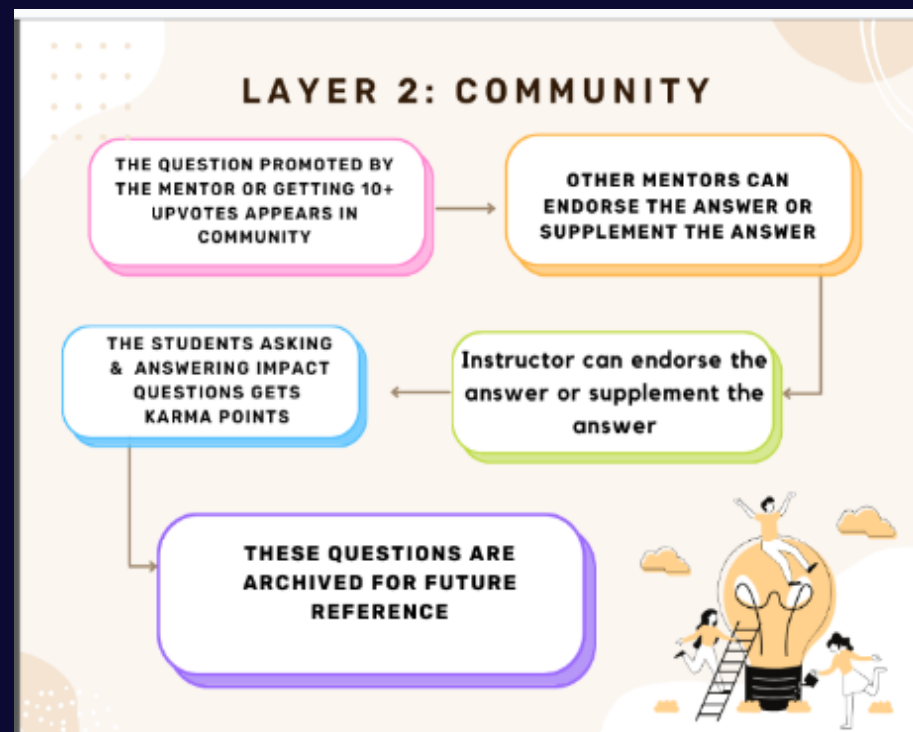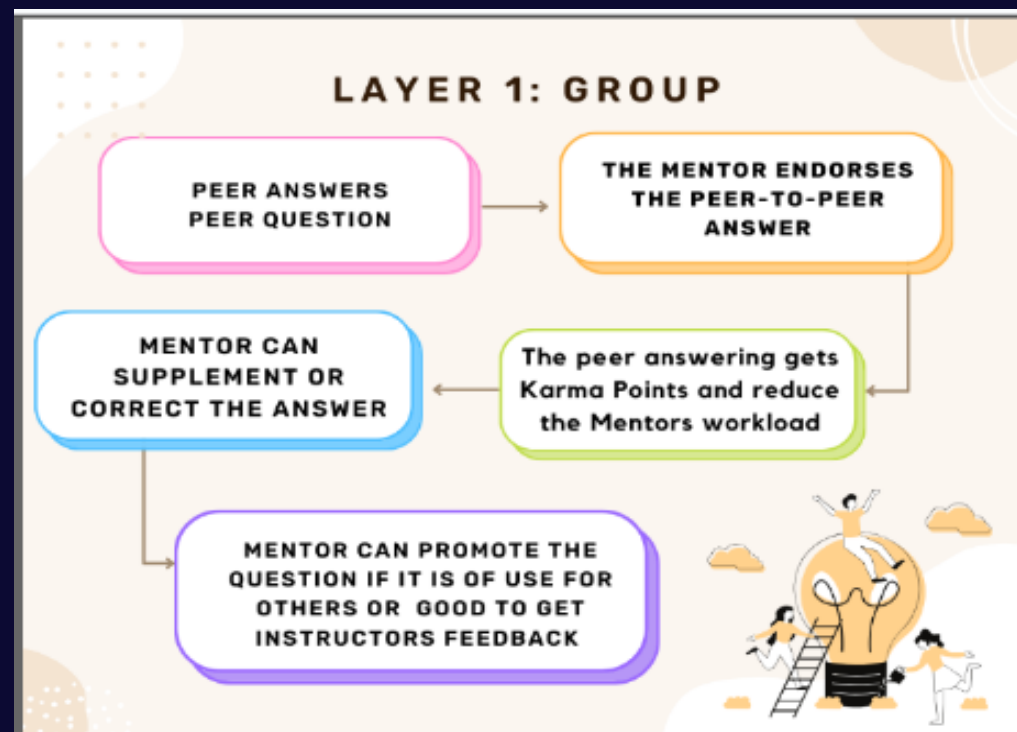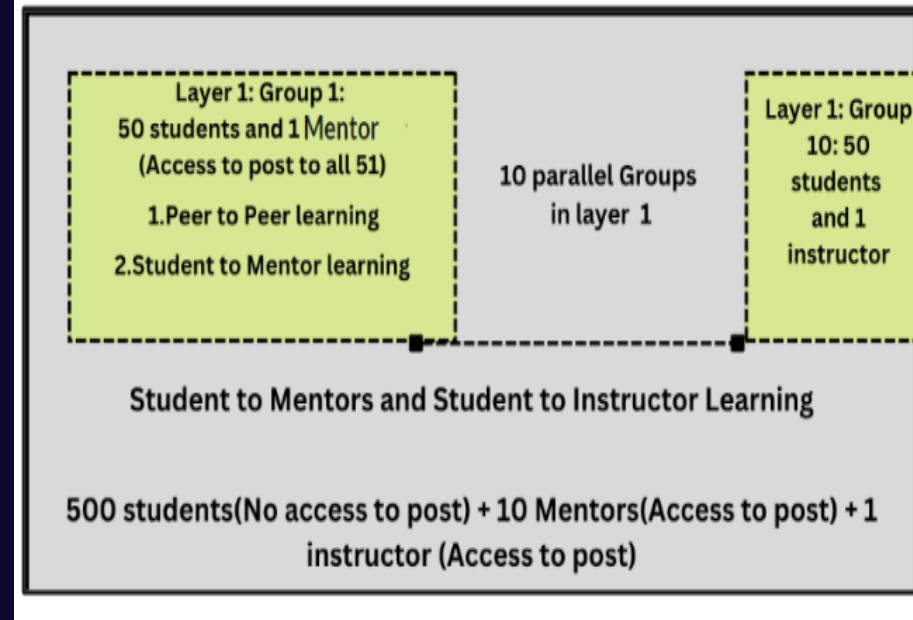Two-layered chat platform for peer-to-peer and mentor-student interaction.

Quizzes Dashboard

- Adaptive quizzes and assessment module: For tracking progress and receiving feedback on subject strengths and weaknesses

- GMAT style adaptive test deeply challenges a student

Community led Interactions

Layer 1: Group 1:
50 students and 1 Mentor
(Access to post to all 51)

1. Peer to Peer learning

2. Student to Mentor learning

10 parallel Groups in layer 1

Layer 1: Group 10: 50 students and 1 instructor

Student to Mentors and Student to Instructor Learning

500 students(No access to post) + 10 Mentors(Access to post) + 1 instructor (Access to post)

LAYER 1: GROUP

PEER ANSWERS PEER QUESTION

→ THE MENTOR ENDORSES THE PEER-TO-PEER ANSWER

The peer answering gets Karma Points and reduce the Mentors workload

MENTOR CAN SUPPLEMENT OR CORRECT THE ANSWER

MENTOR CAN PROMOTE THE QUESTION IF IT IS OF USE FOR OTHERS OR GOOD TO GET INSTRUCTORS FEEDBACK

LAYER 2: COMMUNITY

THE QUESTION PROMOTED BY THE MENTOR OR GETTING 10+ UPVOTES APPEARS IN COMMUNITY

→ OTHER MENTORS CAN ENDORSE THE ANSWER OR SUPPLEMENT THE ANSWER

Instructor can endorse the answer or supplement the answer

THE STUDENTS ASKING & ANSWERING IMPACT QUESTIONS GETS KARMA POINTS

THESE QUESTIONS ARE ARCHIVED FOR FUTURE REFERENCE

Key Actions in LMS

1

Endorse

Mentor endorses a peer-to-peer answer.

2

Supplement

Mentor can supplement P2P answers if needed.

3

Promote

Mentor can promote an answer to be tackled by the instructor.

4

Escalate

Students can escalate queries privately to the instructor.

Gamification: To Drive Engagement In LMS

1 **Answering Questions**

Students can answer peer questions and gain karma points.

2 **Upvoting System**

Students can upvote questions for mentor/instructor attention.

3 **Karma Points**

Redeemable for raising questions directly to the instructor.

LMS Solving Pain Points of Instructor

LMS Student profile dashboard, notifications, system-generated reports, and data metrics.

LMS Student profile dashboard (topic specific score, learning score, normalised curve)
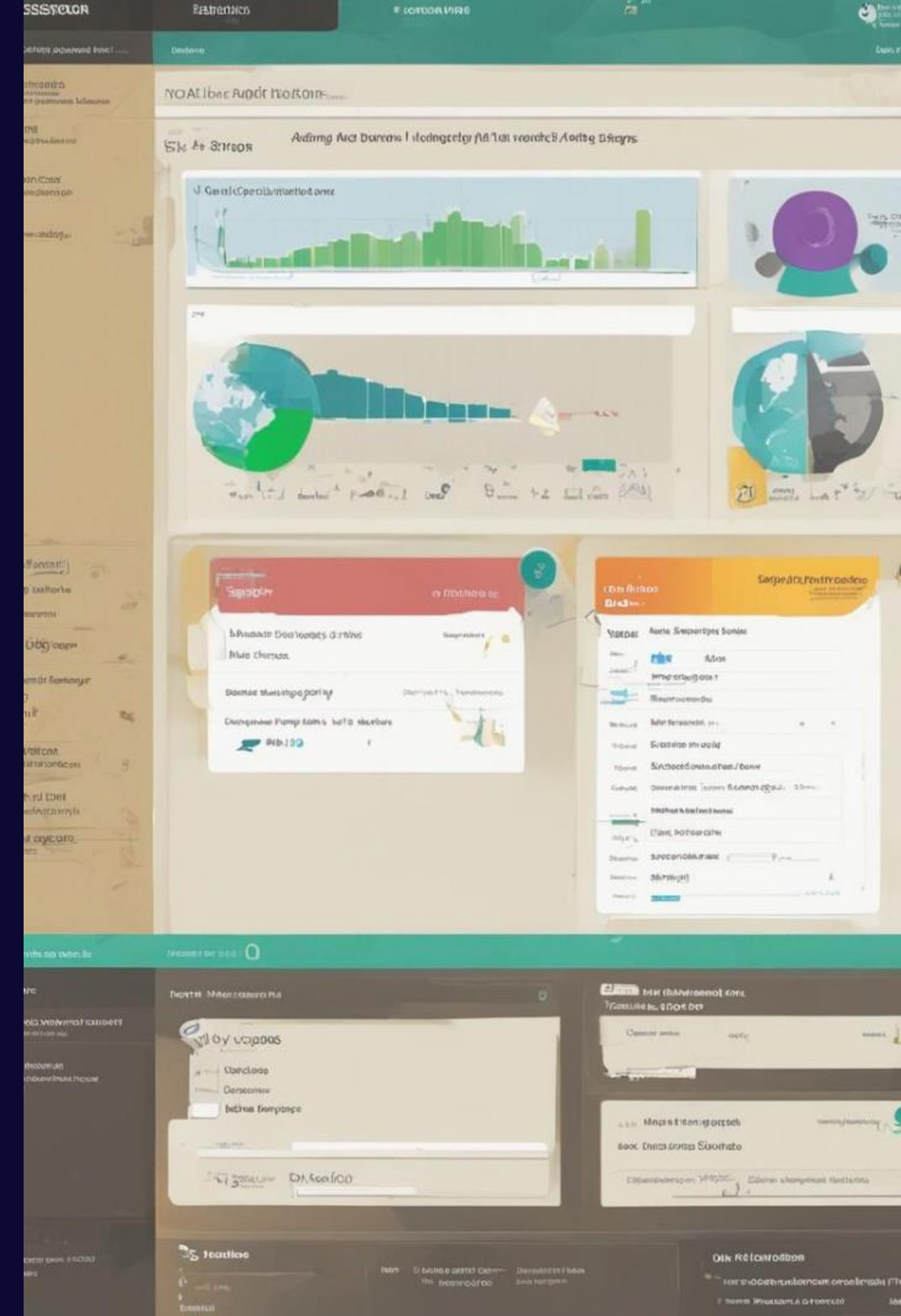
Notifications & reminders in forms of pre-mapped user journeys that video shorts, reddit style karma points and badges

System generated report on subject strength and weakness based on assessments and assignments

Assessment of group assignment, transcripts, digital attendance

Data metrics like watch time, CTA interactions will be mapped

Reminder to complete the assignment,complete the learning videos.In-app notifications about weekly topic learnings etc

Success Metrics

Adoption

Ratio of students using LMS to total students signed up for the cohort.

Engagement & Retention

DAU, WAU, MAU, average questions posted/answered, karma points earned, and NPS/CSAT.

Rollout Plan

1 **Email Introduction**

Introduction via email at the time of onboarding.

2 **Guided Tour**

Guided tour/video of LMS module within the Upgrad App/website.

3 **Intro Session**

10-minute intro session provided by mentors in the first cohort session.

Future Scope: Addressing Pain Points

Coming soon: We're working on solving the challenges faced by students and mentors. Stay tuned for updates that will enhance the learning and mentoring experience!

Other Proposed Solutions for Students

As we strive to provide the best learning experience, we have identified additional solutions to support student success:

1 **LMS**

Streamlined assignments and assessments to enhance learning and progress tracking.

2 **Mentorship**

Buddy system and group mentoring opportunities for personalized guidance and support.

3 **Personalized Feedback**

Targeted feedback based on student analytics to identify areas of improvement.

4 **Live Doubt Solving**

A cutting-edge AI-powered (NLP model) approach: 30% queries solved by AI, 30% peer learning, 30% mentor assistance, and 10% instructor support.

Proposed Solution for Mentors

As we aim to support our mentors in providing the best guidance and support, we propose the following solutions:

1 **Peer Learning through LMS**

This approach leverages peer learning within our Learning Management System (LMS), which helps to distribute the workload among students and reduce the mentor's burden.

2 **System-Generated Reports**

We provide system-generated reports that analyze assessments and assignments to identify students' strengths and weaknesses in specific subjects. This helps mentors tailor their guidance to address individual needs.